

## Against the Grain

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### Ann Okerson Profile

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sally available, probably mostly through the institutional repository path. The influence on pricing has been minimal to zero, but the exploration into new ways of publishing and testing of new business models has been highly useful. Getting more librarians conversant with how publishing works and introducing new ideas into the field has also been a contribution. In addition, increasing library-university press collaboration has helped both partners think a bit harder about what constitutes success.

**ATG:** *Where do these libraries get funding for their publication efforts? What are their main sources of financial support? How would you rate the support of faculty, college administrations and other campus stakeholders for the role of library as publisher?*

**AO & AH:** Unless things have changed mightily since our survey, the leading form of support is the library budget itself. It's not entirely clear what this means in terms of sustainability, but time will tell. As we noted earlier, support also sometimes comes from the home institution (outside the library budget), grants, and other parties involved in a particular publication. Rarely, but occasionally, there are end-user payments.

**ATG:** *According to your findings only about 11% of the libraries you surveyed spend money on marketing. How do they get the word out about their publications?*

## against the grain people profile

### Ann Okerson

Senior Advisor on Electronic Strategies  
Center for Research Libraries

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**BORN AND LIVED:** Ukrainian ancestry; born Hallein, Austria; lived in Europe, Canada, and throughout the U.S.

**EARLY LIFE:** We emigrated to U.S. when I was in grade school.

**PROFESSIONAL CAREER AND ACTIVITIES:** Initially serials librarianship (**Simon Fraser University**, Canada); then worked for **ARL** (Washington, DC); **Yale**; and now **CRL**. Also an Associate for **INASP** (UK).

**IN MY SPARE TIME:** Adore and pursue fine dark chocolate and cupcakes.

**FAVORITE BOOKS:** For light reading, mysteries by **Donna Leon** and **Andrea Camilleri**.

**PET PEEVES:** Listening to people speaking loudly into their cell phones in public places. I do not wish to become part of their conversations or lives!

**PHILOSOPHY:** So much to accomplish, not enough time!

**MOST MEMORABLE CAREER ACHIEVEMENT:** At **ARL** in 1991, hosting the first ever invitational meeting to bring together editors of the new online scholarly and scientific journals when there weren't many of them in the world: we knew this would become big. As I like to say, "And all 9 of them came!"

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** To be working on issues that haven't quite emerged today.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** I hope we will have moved on from needing to talk endlessly about open access — there will be enough business models in place to ever increase openness. We will be focused on active, measurable support for research and student learning. We will be operating more successfully on collaborations "at scale," for example, by engaging in cooperative collection development (led by players such as **Hathi**); by creating viable print storage and service capabilities at a whole new level; by partnering (across sectors) to develop legal constructs for sharing, services that will obviate **SciHub** and other questionable information sources. 🐼

## against the grain publisher profile

### Alex Publishing Solutions

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**OFFICERS:** Alex Holzman

**ASSOCIATION MEMBERSHIPS:** American Political Science Association, American Society of Criminology. Fellow, Social Science Research Council. Coeditor, *Journal of Scholarly Publishing*. Consulting editor, **Lynne Rienner Publishers**. Board of Trustees, **Transaction Books**. Frequently attend various library and scholarly publishing meetings.

**VITAL INFORMATION:** Consultant, author, freelancer.

**KEY PRODUCTS AND SERVICES:** Provide consulting services in all aspects of scholarly communication on short- and long-term basis. Includes research, reports, outside evaluations, and recommendations. Able to facilitate, moderate, and present at conferences involving scholarly communication. Particular expertise in publisher-library-faculty relations, electronic publishing, new business models.

**CORE MARKETS/CLIENTELE:** Scholarly publishing community. 🐼

**AO:** This seems to be the greatest weakness of libraries where they act as stand-alone publishers. We don't know much about marketing channels, we're not budgeted for marketing, and many don't even think marketing matters — for in an age when you make your documents discoverable, won't people just find what they need? One hears this a lot. And coming from librarians, who know just how important and tricky library discovery is, it's a kind of incomprehensible position!

**ATG:** *Are library publishers having a discernible impact on spreading the open access movement? If so, in what ways?*

**AO & AH:** It's very hard to say. There's probably some impact, given how prevalent the commitment to open access runs, but libraries generally have not been pulling journals (or books) from publishers with subscriber or end-user pays models. They've been more focused on smaller, often new journals, frequently with a tie to the local institution. It's not clear how many of those — especially new ventures — would

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